

The Economic Outlook and Implications for the Tourism Industry

High energy costs, volatile financial markets, consumer debt, and falling home prices pose series risks for the U.S. economy. Adam Sacks, founder and Managing Director of Tourism Economics, will explore these issues and their implications for tourism performance in the U.S. and in Delaware.



Adam Sacks is the founder and Managing Director of Tourism Economics; an Oxford Economics company dedicated to analytically-based consulting to the tourism sector. Throughout his career, Sacks has consulted with multi-national hotel chains, airlines, aircraft manufacturers, theme parks, resort developers, and retail operators to measure current and future marketing opportunities.

Sacks is a compelling, and sought-after speaker on issues related to tourism market analysis, the economic impact of tourism, and travel-demand forecasting. To name a few, Sacks has presented tourism impact results to the Travel Industry Association Marketing Outlook Forum; the Organization for Economic Co-operation and Development Conference on Tourism Statistics; the International Tourism Bourse;

The World Bank, as well as, multiple governments around the world.

Sacks is an expert in developing custom systems for quantifying relevant tourism market segments, and tracking the competitive landscape for clients. Sacks has also been credited with implementing the official UN-sanctioned methodology for measuring the economic impact of tourism (Tourism Satellite Accounts) for over a dozen countries, and seven U.S. states.

On the public sector side, Sacks has worked with over fifty national, provincial/state and local tourism offices around the world. He is an authority on measuring the economic impact of tourism activity—both broadly, and for specific initiatives and projects.